Instructions For Completing the DSD 9A Application for Permanent/Temporary Dealer Promotional Plates

- 1. Camera ready artwork and selection of PMS colors must be submitted with all original applications 30 days in advance of the event date, or you may purchase a generic temporary promotional plate.
- 2. Permanent promotional dealer plates can only be used for no more than 30 consecutive days at a time for special events and temporary promotional can only be used for no more than 14 consecutive days at a time, upon authorization by the Commissioner and may not be used for general use by the dealership.
- 3. The fees for dealer promotional plates are as follows:
 - Permanent \$100.00 annually or \$200.00 for two years
 - Temporary \$25.00 first plate (for each event) \$2.00 for each additional plate (for each event)
- 4. All applications must be mailed to the Motor Vehicle Dealer Board, 2201 W. Broad Street, Suite 104, Richmond, VA 23220.